

Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 07472 221107Z

ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W

-----130405 221321Z /43

R 220911Z AUG 77

FM AMEMBASSY TEHRAN

TO USDOC WASHDC

INFO SECSTATE WASHDC 4181

UNCLAS TEHRAN 7472

E.O. 11652: N/A

TAGS: BBSR IR

SUBJ: WTDR/FTI

REF: USDOC 8593

1. IRAN

2. CNTRY CODE 507

3. SER NO

4 SHERKAT SANAYEH PARS AMERICA (SAHAM AAM)

4A. CODE K

4B. CODE A

4C. CODE

5. ALUMINUM BLDG SHAH AVE

6. TEHRAN IRAN

7. ESTABL 1957

8. EMPL 700

9. SIZE (18-X) VERY LARGE

10. REPUTATION (22-X) GOOD

11. MANUFACTURES AND DISTRIBUTES THROUGHOUT IRAN

12. RPT DATE 8/77

13A. 33347/5 IMP OF ALUMINUM INGOTS, PRODUCTION PRIMARY ALUMINUM

PLANTS

13B. 33127/5 IMP OF COLD ROLLED STEEL SHEET AND STRIP

13C. 28216/5 IMP OF SYNTHETIC RESINS FOR PROTECTIVE COATINGS

13D. 35854/5 IMP OF COMPRESSORS AND COMPRESSORS UNITS, ALL

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REFRIGERATIONS

13E. 34941/5 IMP OF AUTOMATIC REGULATING AND CONTROL VALVES

13F. 38220/5 IMP OF AUTOMATIC TEMPERATURE CONTROLS

13G. 36320/03 MFR DIST OF HOUSEHOLD REFRIGERATORS AND FREEZERS

13H. 33541/03 MFR DIST OF EXTRUDED ALUMINUM ROD, BAR & OTHER EXT-
RUDED SHAPES

13I. 33571/03 MFR DIST OF ALUMINUM WIRES AND CABLES

13J. 34421/03 MFR DIST OF METAL DOORS AND FRAMES (ALUMINUM)
14. CONTACT NOUROLLAH ELGHANIAN TITLE MANAGING DIRECTOR
15. CALBE PARASAMERIC TEHRAN
16. TELEX NA
17. TEL 669473, 959491
18. FINANCIAL REFS BANK MELLI IRAN
19. TRADE REFS TECUMSEH PRODUCTS CO TECUMSEH MICHIGAN 49286
20. AGENCY REPS NA
21. FIRM IS ONE OF THE LEADING MANUFACTURERS OF HOUSEHOLD REFRIGERATORS, FREEZERS, ALUMINUM DOOR AND WINDOW FRAMES (PROFILES), AND CABLES. THE REFRIGERATORS MANUFACTURED BY THE COMPANY'S PLANT ARE KNOWN UNDER THE TRADE NAME "GENERAL STEEL". FIRM IMPORTS ITS REQUIREMENTS FROM US EUROPE AND JAPAN.
THE SOVEREIGN INTERNATIONAL CORP 104-70 QUEEN BLVD FOREST HILLS NY MANAGED BY MR JOHN ELGANIAN, ACTS AS PURCHASING AGENCY IN THE US FOR THE FIRM. OFFICE IS LOCATED IN THE ALUMINUM BLDG, OWNED BY THE ELGHANIAN BROTHERS. THE PLANT, WHICH IS LOCATED IN AN INDUSTRIAL AREA AT KLM 6 OLD GHAZVIN ROAD, HAS AN ANNUAL PRODUCTION CAPACITY OF 100,000 REFRIGERATORS, 2,000 FREEZERS AND 7,000 METRIC TONS OF ALUMINUM FRAMES (PROFILES). THE MAJOR SHAREHOLDERS ARE THE ELGHANIAN BROTHERS, 51 PERCENT AND THE FINANCIAL ORGANIZATION FOR THE EXPANSION OF OWNERSHIP OF PRODUCTIVE UNITS (GOVT AGENCY) 49 PERCENT. THE ELGHANIAN BROTHERS HAVE EXTENSIVE REAL ESTATE HOLDINGS AND OWN SHARES IN SEVERAL OTHER MAJOR ENTERPRISES INCLUDING: PLASCO-KAR CORP (WTDR 6/3/75) AND UNCLASSIFIED

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PLASCO CORP (WTDR 3/13/72). BANKING SOURCE REPORTS FIRM'S REGISTERED CAPITAL AT 160 MILLION RIALS AND RATES ITS BUSINESS REPUTATION AS "GOOD". FIRM REPORTS ITS REGISTERED CAPITAL AT 575 MILLION RIALS. THE FIRM'S FINANCES APPEAR SOUND AND OBLIGATIONS ARE PROMPTLY MET. THE EMB RECOMMENDS THE COMPANY AS A GOOD TRADE CONTACT FOR INTERESTED AMERICAN FIRMS.

22. PREPARED BY A MELIKIAN APPROVED BY DAVID E WESTLEY
AT AMEMBASSY TEHRAN
SULLIVAN

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NNN

Message Attributes

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